12/1

Players in depths (menthol smokers)

NANUET MALL
~~Bayer Hall~~ 12/9-11 40 interviews 12 b/28 w
(Jeanne/Karen)
(914)623-0205

Dehost - Unusual Mall (15-20% black) 12/9-10 15 interviews 8 b/7 w
(Pam)
(313) 751-1590 Cathy Brett
Consumer Pulse of Detroit

Blacks - 20
Whites 35
55

Same screener
Same age and sex breaks as last test

no mall employees
no multiple family members

$20 per respondent

— Viewing room at ~~Bayer Hall~~ NANUET MALL plus one booth
— tape recorder at Detroit
ad question — whether participated in any
in screener research study in the past
3 months -
if "yes" terminate

20457827 34

Source: https://www.industrydocuments.ucsf.edu/docs/lgyj0004